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FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

Secretary
222

MM Docket 93-254

IN REPLY REFER TO:

8310-MA
CN9305086

Honorable Alfonse D'Amato
United States Senator
304 Federal Building
100 State Street
Rochester, NY 14614


WHEZ-TV

Dear Senator D'Amato:

Thank you for your letter on behalf of Dean Ashton of Rochester, New York. Your constituent complains about the number and the placement of half hour "informercials" designed to sell products and he asks that such programs be limited.

On September 23, 1993, the Commission initiated an inquiry seeking comments on whether the public interest would be served by establishing limits on the amount of commercial matter broadcast by television stations (see enclosure). Accordingly, your constituent's comments are being made part of the record of that proceeding (MM Docket 93-254).

Sincerely,


Roy J. Stewart
Chief, Mass Media Bureau

Enclosure

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List A B C D E

ALFONSE M. D'AMATO
NEW YORK

United States Senate
WASHINGTON, DC 20510-3202

304 FEDERAL BUILDING
100 STATE STREET
ROCHESTER, NY 14614
(716) 263-5866

MMB
mm-comp
5086

December 14, 1993

Congressional Liaison
Federal Communications Commission
2025 M Street, NW
Room 6202
Washington, D.C. 20554

Dear Director:

Because of the desire of this office to be responsive to all inquiries and communications, your consideration of the attached is requested.

PLEASE TRY TO RESPOND WITHIN 4 WEEKS OF YOUR RECEIPT OF THIS REQUEST. YOUR FINDINGS AND VIEWS, IN DUPLICATE, ALONG WITH RETURN OF THIS MEMO PLUS ENCLOSURE, WILL BE APPRECIATED.

Many thanks.

Sincerely,

Al D'Amato

Alfonse M. D'Amato
United States Senator

AD:rmb
Enclosure

F.C.C.
1919 - M Street NM
Washington, D.C. 20554

Copied

Dear Sir,

Last weekend I had a chance to finally relax and watch some TV. Because of the holidays, I believed there would be some good movies on. BOY was I wrong! I also found out why my aunt and some of her friends have purchased equipment they don't need.

In my city of Rochester we have 4 commercial stations and one public station. This past Saturday and Sunday I was "FORCED" to watch "Informercials". That's because ALL 4 stations in my town was showing these "Half hour Informercials". Two of the stations were playing the SAME "Informercial" at the same time.

I found WOKR-TV Channel 13 located at 4225 West Henrietta Rd, Rochester to be the biggest "hawker" of these "Informercials". Next came WUHF-Channel 31 located at 360 East Ave, Rochester, N.Y. who was very close to WOKR's number.

Because of sports, WHEC-TV 10 located at 191 East Avenue, Rochester, 14604 and WROC-TV 8 located at 201 Humboldt St. Rochester, 14610 only showed 4 to 6 "half hour Informercials".

I find it totally "stupid" that you set up a rule that would "force" cable companys NOT to show the same programs, at the same time. For instance if Turner Network was showing "I Love Lucy" the another network could not show the same program at the same time. This according to Greater Rochester Cable Co. Yet "Informercials" can be on ALL channels at the same time. This is wrong and unfair to us the consumer's, especially to those people who do NOT have or want cable.

It's time to "Revise" commercial TV rules. I also believe it's time for commercial television to be "some what" responsible for what they represent.

For instance if a local commercial station excepts an "Informercial", then like a catalog store or a WAL-MART, or a K-MART they should be the "local" representative for complaints, refunds, and/or product

failure lawsuits. There should be guide lines that would prevent "local" commercial stations from showing too many "Informercials" at one time.

I am "SICK" and very "TIRED" of "Informercials"! Its time some thing is done to protect us consumers from being FORCED fed garbage TV.

Please do NOT advise me to TURN the DIAL! Because EVERY dial I can choose from is filled with "mindless" informercials. Even my local public station was pitching for funds and selling something.

Thank you very much for taking the time out to hear my plea for help.

Sincerely,

Dean Ashton
2780 Manitou Rd.
Rochester, N.Y. 14624
716-594-4208

cc
WHEC-TV
WOKR-TV
WROC-TV
WUHF-TV
Senator D'Amato
Congresswomen Louise Slaughter

Senator Al D'Amato
304 Federal Building
Rochester, N.Y. 14614

DEC 14 1993

Dear Senator,

I have provided you with a copy of a complaint letter I sent to the FCC.

I am very upset that I and many other consumers are "FORCED" into watching commercial television "Informercials. This past weekend every station "FILLED" the air ways with "Informercials. On several occasions the same informercial was on two stations at the SAME time. This is WRONG! Many of us do NOT have cable TV. Also people in nursing homes are also forced to watch these informercials.

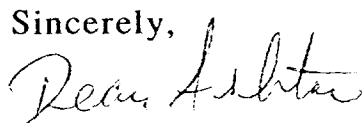
I am a BIG believer of government should not regulate television, just turn the dial! But the problem is when you turn the dial their is another mindless pitch.

I believe its time to make these television stations be treated the same way WAL-MART or K-MART are treated. Make these be the local retail outlet of product representation.

A 30 second, or a 60 second commercial to show off a manufacturers product is one thing. But when these local television networks are bombarding their viewers on ALL of the local networks, thats brain washing without representation.

Could you please look into this for me and ALL the shut in's.

Sincerely,



Dean Ashton
2780 Manitou Rd.
Rochester, N.Y. 14624

716-594-4208